



learn & grow 3.0

Join us for sustainable events and classes!

BEING CONSCIOUS ABOUT YOUR CLOSET



Thursday Feb. 3
7pm

Agenda



What is Fast Fashion?



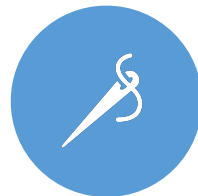
Environmental impacts of Fast Fashion



Tips: Being conscious about your closet



Guest Speaker:
Amy Homan,
Evolverie Clothing



Caring for your clothes by mending



ZARA

What is Fast Fashion?

Fast fashion is mass-produced, ultra-trendy, inexpensive clothing made with cheap fabrics that are made at rapid speeds by low-wage workers.

Fast fashion company Shein added between **2,000 and 10,000 new styles to its app each day** between July and December 2021 (according to a report from “Rest of World”, a journalism nonprofit organization).

HOT TOPIC

VICTORIA'S SECRET

H&M

GAP

adidas

GUESS

FASHION NOVA

URBAN OUTFITTERS

Fast Fashion Business Model

Example

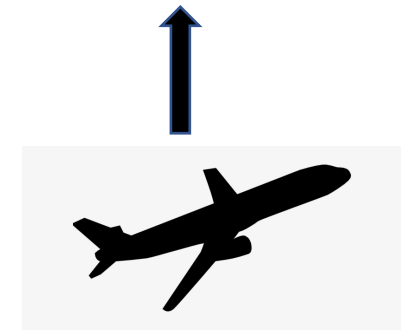
Week 1: The designer creates a clothing prototype inspired by the latest celebrity trends and runway looks.



Week 5-6: New items hit the stores and are made available to customers.



Week 4: Apparel is driven to distribution centers and flown to stores around the world.



Week 2-3: Over 10,000 pieces of clothing are made, ready for shipment.



Environmental Impacts of Fast Fashion

- ~150 billion new clothing items are produced each year. Production, transportation, and packaging generates nearly **10 percent of global carbon emissions** (According to the World Economic Forum).
 - Polyester, an inexpensive synthetic fiber made from petroleum, accounted for **51% of fashion textile production** in 2018.
 - Polyester clothing releases hundreds of thousands of tiny plastic fibers when washed, which make their way into wastewater. **35% of ocean microplastics comes from synthetic clothing** (According to researchers from the Institute for Polymers, Composites, and Biomaterials).
 - Clothing is transported to consumers across the globe. Air cargo shipments are increasingly more common because of fast fashion.



Environmental Impacts of Fast Fashion (continued)

- **Throwaway culture**
 - Consumers are buying about **60 percent more clothing per person than in 2000, and they keep the items half as long** (according to the Environmental Protection Agency).
 - In the United States, **10 million tons of clothing and footwear ended up in landfills in 2008, up from 1.3 million in 1960** (according to McKinsey & Company, consulting firm).
- **Garments donated to charity** are often sent to low- or middle-income countries, only to be landfilled or burned there.

LANDFILL WASTE CHARACTERIZATION

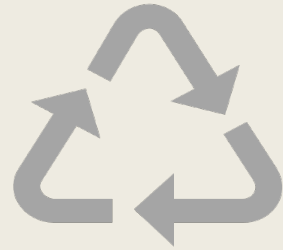


Tips: Being conscious about your closet



Be thoughtful about purchases

Do you really need item?
Could you borrow?



Buy second hand

Supporting a local shop is a great way to cut out packaging waste and shipping emissions



Make the environment part of your clothing decisions

Where was the item made?
What is the item made from?
Consider extending life of garment after your use



Keep your clothes and take care them!

Consider when/how to wash item
Mending
Modify items, give them new life



FAST FASHION



SLOW FASHION

Definition	A Business model of the fashion industry where as many collections as possible are brought to market in the most short period as possible.	Slow Fashion is a counter-movement, in which attention is paid to a sustainable and conscious approach to fashion.
Consumption	A lot of clothing is bought in a short time. But the purchased items are not worn for long, as they quickly go out of fashion.	Attention is paid to sustainable consumption, where only what is really necessary is bought. Value is placed on environmentally friendly materials and good production. Second-hand clothes are also part of Slow Fashion.
Materials	Fast Fashion clothes are usually made of synthetic fibers (polyester, elastane etc.).	Slow Fashion clothes are made from natural fibers such as cotton or recycled fabrics.
Production	Production typically takes place in developing countries where standards are not respected. Furthermore, workers do not receive fair wages.	Production takes place either in Western countries or in developing countries where human rights, standards and fair wages are respected.
Water	Fast Fashion is responsible for a lot of water pollution through the use of chemicals and microplastics.	Water is often recycled and filtered, so that no pollutants get into the wastewater. In addition, hardly any microplastics get into the oceans and rivers through the natural fibers.
CO2	A polyester T-shirt causes 9 kg of CO2 during production.	A cotton T-shirt causes 2 kg CO2 in production.
Waste	80% of all clothing is thrown away, only 1% of clothing gets recycled.	Clothes can be repaired, sold, exchanged or donated to create a circular economy. In this way, waste is reduced.

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www.evolverieclothing.com

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clothing made using surplus fabric.

CHANGE YOU CAN WEAR

Ethically Hand-Made Sustainable Clothing Without the Traditional Retail Mark-Up



Caring for Clothes by Mending Book Recommendations

Mending Matters: Stitch, Patch and Repair your Favorite Denim & More by Katrina Rodabaugh

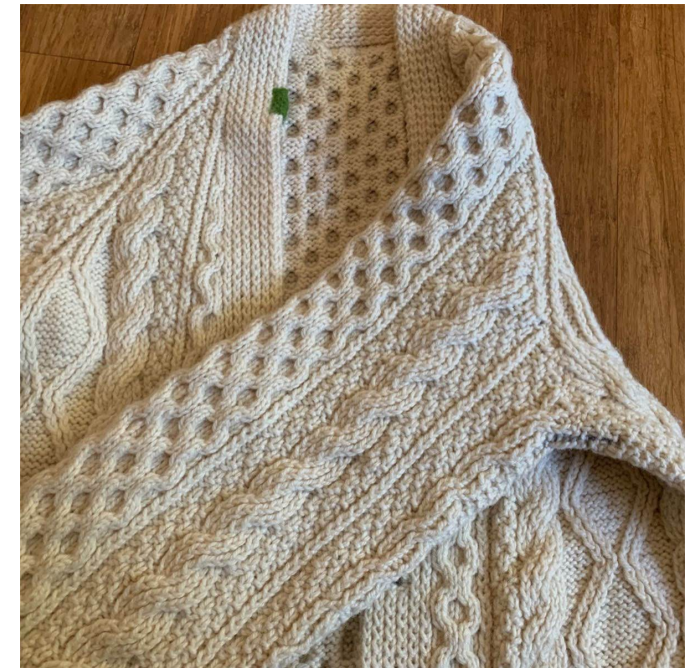
Make Thrift Mend: Stitch, Patch, Darn, Plant-Dye & Love your Wardrobe by Katrina Rodabaugh

Mending Life: A Handbook for Repairing Clothes and Hearts by Nina and Sonya Montenegro

Wear, Repair, Repurpose: A Maker's Guide to Mending and Upcycling Clothes by Lily Fulop

Visible Mending: Repair, Renew, Reuse The Clothes You Love by Arounna Khounnoraj

Fix Your Clothes: The Sustainable in Mending, Patching and Darning by Raleigh Briggs





**Vote for change with
your wallet!**

Questions?

**Change must start
with us; with you and
me, consciously
pushing for a better
world.**

Worthington Partnership Green Team

Instagram: @worthingtongreenteam

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Our next webinar is March 3rd at 7pm on Native Plants with Sara Ernest, Conservation Implementation Specialist from Franklin Soil & Water Conservation District.



Appendix: Textile Waste Breakdown

The EPA reports that Americans generate 16 million tons of textile waste a year. On average, 700,000 tons of used clothing gets exported overseas and 2.5 million tons of clothing are recycled. But over 3 million tons are incinerated, and a staggering 10 million tons get sent to landfills.

